

AMENDED IN ASSEMBLY MAY 14, 2003

CALIFORNIA LEGISLATURE—2003–04 REGULAR SESSION

**ASSEMBLY BILL**

**No. 1178**

**Introduced by Assembly Member Wiggins**

February 21, 2003

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An act to ~~amend Section 15365.12 of~~ *add Section 15365.14 to the Government Code*, relating to international trade.

LEGISLATIVE COUNSEL'S DIGEST

AB 1178, as amended, Wiggins. California Office of Export Development: ~~coordination of activities~~ *California Wines to the World Export Program*.

*Existing law generally sets forth the duties of the California Office of Export Development within the Technology, Trade, and Commerce Agency, in strengthening the state's activities in marketing its agricultural industries in foreign markets.*

*This bill would establish the California Wines to the World Export Program within the office for the purpose of increasing the export of California wines to foreign markets, through specified activities. It would specify that its provisions would only be implemented to the extent funds are made available for that purpose.*

~~Existing law requires the California Office of Export Development within the Technology, Trade, and Commerce Agency to coordinate its trade promotional activities with the Department of Food and Agriculture and the State Energy Resources Conservation and Development Commission, for specified purposes.~~

~~This bill would include the United States Department of Commerce among those entities with whom the office is required to coordinate its activities.~~

Vote: majority. Appropriation: no. Fiscal committee: yes.  
State-mandated local program: no.

*The people of the State of California do enact as follows:*

1 ~~SECTION 1. Section 15365.12 of the Government Code is~~  
2 *SECTION 1. Section 15365.14 is added to the Government*  
3 *Code, to read:*  
4 *15365.14. (a) The California Wines to the World Export*  
5 *Program is hereby established within the office for the purpose of*  
6 *increasing the export of California wines to foreign markets.*  
7 *(b) The program shall include, but not be limited to, both of the*  
8 *following:*  
9 *(1) Development of a comprehensive plan for the optimal*  
10 *export of California wines to foreign markets.*  
11 *(2) A data bank of information on specific foreign markets,*  
12 *including, but not limited to, relevant information on applicable*  
13 *custom, duty, and tax laws, laws relating to the import,*  
14 *distribution, and sale of alcoholic beverages, and contact*  
15 *information for commercial services connected with the import,*  
16 *distribution, and sale of wine.*  
17 *(c) For the purposes of this section, the office shall involve, to*  
18 *the maximum extent feasible, the Department of Food and*  
19 *Agriculture, the United States Department of Commerce*  
20 *Commercial Service, the United States Department of Agriculture*  
21 *Foreign Agricultural Services, and individuals and organizations*  
22 *representing the wine industry, in the planning and information*  
23 *gathering efforts required pursuant to subdivision (b).*  
24 *(d) This section shall only be implemented to the extent funds*  
25 *are made available for that purpose.*  
26 ~~amended to read:~~  
27 ~~15365.12. The office shall also do all of the following:~~  
28 ~~(a) Issue a biennial report for inclusion in the agency's biennial~~  
29 ~~report required by Section 15364.7. The report shall include all of~~  
30 ~~the following information:~~

1 ~~(1) A list of the trade promotional activities and events in which~~  
2 ~~the office has participated and descriptions of the nature of its~~  
3 ~~participation.~~

4 ~~(2) An accounting of its financial participation in trade~~  
5 ~~promotion activities.~~

6 ~~(3) An assessment of the export sales and other benefits that~~  
7 ~~have accrued to the state as a result of the state's participation in~~  
8 ~~these events.~~

9 ~~(b) Submit, at least annually, to the secretary, a proposed~~  
10 ~~program of trade promotional activities and events for the office.~~  
11 ~~The secretary shall have approval authority over the events in~~  
12 ~~which the office proposes to participate, and may appoint a~~  
13 ~~subcommittee or advisory group to assist the secretary in~~  
14 ~~determining the approved list of trade promotion events for the~~  
15 ~~office.~~

16 ~~(c) Coordinate its trade promotional activities with the United~~  
17 ~~States Department of Commerce, the Department of Food and~~  
18 ~~Agriculture, and the State Energy Resources Conservation and~~  
19 ~~Development Commission in order to avoid duplication of effort~~  
20 ~~and to maximize the effectiveness of the state's participation in~~  
21 ~~these events.~~

